At the time of the Action:

    Pending Claims: 1-20

After this Response:

    Pending Claims: 1-20

    Amended Claims: 1, 4, 7, 9-16 and 18-20

    1.   (Currently Amended) A method, comprising:

    comparing <u>one or more</u> user concerns with a Web site privacy policy ~~to determine if any portion of the Web site privacy policy conflicts with one or more of the user concerns~~;

    <u>identifying specific portions of the Web site privacy policy that conflict with the user concerns;</u>

    <u>re-ordering the Web site privacy policy such that the identified specific portions of the Web site privacy policy that conflict with the user concerns appear before the portions of the Web site privacy policy that do not conflict with the user concerns</u> ~~transforming the Web site privacy policy to emphasize portions of the Web site privacy policy that conflict with the user concerns~~; and

    displaying the ~~transformed~~ <u>re-ordered</u> Web site privacy policy ~~so that the emphasized portions of the Web site privacy policy are demarcated from other portions of the Web site privacy policy~~.

    2.   (Original) The method as recited in claim 1, further comprising collecting user concerns from a user.

    3.   (Original) The method as recited in claim 2, further comprising collecting the user concerns from a user via a concerns settings user interface.

4. (Currently Amended) The method as recited in claim 1, wherein:

the Web site privacy policy includes one or more policy statements; and

the comparing further comprises comparing each privacy policy statement with each user concern, and

a conflict is identified when there is a conflict between a privacy policy statement and a user concern.

5. (Original) The method as recited in claim 1, wherein the privacy policy further comprises a policy file that conforms to P3P (Platform for Privacy Preferences Project) standards.

6. (Original) The method as recited in claim 1, wherein the privacy policy is contained in an XML (eXtensible Markup Language) file.

7. (Currently Amended) The method as recited in claim 1, wherein displaying the re-ordered Web site privacy policy the transforming step further comprises includes displaying the re-ordered Web site privacy policy in an XSL (extensible Stylesheet Language) transformation.

8. (Original) The method as recited in claim 1, further comprising notifying the user that a conflict exists between the user concerns and the Web site privacy policy file.

9. (Currently Amended) The method as recited in claim 1, wherein the displaying is only performed upon the user indicating that the user wants thein response to a user request to display the transformed re-ordered Web site privacy policy to be displayed.

10.   (Currently Amended) The method as recited in claim 1, ~~further comprising receiving a user request to initiate~~ wherein the comparing, transforming and displaying steps are only performed when the user explicitly initiates a policy analysis.

11.   (Currently Amended) A system, comprising:

a user concerns menu ~~that is configured~~ to allow a user to enter user concerns that are privacy concern preferences ~~that apply~~ applicable to browsing Web sites;

a Web browser ~~configured~~ to allow the user to access one or more network Web sites;

a trust engine ~~configured~~ to:

compare the user concerns with a privacy policy file included in a Web site, and

~~to~~ identify specific portions of the privacy policy file that conflict with the user concerns~~conflicts between the user concerns and the privacy policy file~~;

a transformation module ~~configured~~ to transform the privacy policy file into a user-centric policy display that emphasizes ~~one or more~~the specific portions of the privacy policy file that conflict with the user concerns; and

a user interface module ~~configured~~ to display a user interface that includes at least the specific portions of the privacy policy file that conflict with the user concerns.

12.   (Currently Amended) The system as recited in claim 11, wherein the trust engine ~~is~~ further ~~configured to~~ compares each user concern with each of multiple statements making up the privacy policy file ~~and to identify a match when a statement is found that contradicts a user concern~~.

13.   (Currently Amended) The system as recited in claim 11, wherein the Web browser ~~is~~ further ~~configured to~~ provides a conflict notification when there is a conflict between a user concern and the privacy policy file.

14.   (Currently Amended) The system as recited in claim 11, wherein the Web browser is further configured to provides a privacy actuator that, when activated, initiates the comparingcompare, the identify, the transformation and the display.

15.   (Currently Amended) The system as recited in claim 11, wherein the user interface module is further configured to displays a user interface that displays the portions of the privacy policy file that conflict with the user concerns more prominently than the portions of the privacy policy file that do not conflict with the user concerns.

16.   (Currently Amended) One or more computer-readable media including computer-executable instructions that, when executed on a computer, perform a method of evaluating computer-based privacy policies comprisingthe following steps:
        comparing a set of user concerns with a set of Web site privacy policy statements to determine if a privacy policy statement conflicts with a user concern;
        identifying specific portions of the privacy policy statement that conflict with the user concern;
        if a conflict is identified between a user concern and a privacy policy statement, re-ordering transforming the privacy policy statements for presentation to a user so that the specific portions of the privacy policy statement that conflict with the user concern appear before the portions of the privacy policy statement that do not conflict with the user concernprivacy policy statement is emphasized over other, non-conflicting privacy policy statements; and
        displaying a user interface that presents the re-ordered privacy policy statements in the transformed state.

17.   (Original) The one or more computer-readable media as recited in claim 16, further comprising collecting the set of user concerns from a user.

18.   (Currently Amended) The one or more computer-readable media as recited in claim 16, further comprising receiving a prompt from a user before executing the comparing, identifying, re-ordering, and the displaying.

19.   (Currently Amended) The one or more computer-readable media as recited in claim 16, further comprising providing a conflict notification to a user to inform the user that specific portions of the privacy policy statement that conflict with the user concern have been identified a conflict has been found to exist between the privacy policy statements and the user concerns.

20.   (Currently Amended) The one or more computer-readable media as recited in claim 16, further comprising providing a conflict notification to a user to inform the user that specific portions of the privacy policy statement that conflict with the user concern have been identified a conflict has been found to exist between the privacy policy statements and the user concerns, and only performing the displaying upon detection of a user response to the conflict notification.